

# Plain Talks



GULF STATES UTILITIES COMPANY

DECEMBER, 1965



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## An Electrifying Experience

**S**LIPPED OUT from under my cozy electric blanket, turned on the electric light, and pushed the furnace's electric thermostat upward.

Then I headed for the bathroom where I turned on the electric ultra-violet ray lamp and shaved with my electric shaver.

On the way back to the kitchen, I stopped to see how the tropical fish, snug in the electrically-heated and electrically-aerated tank, were getting along.

In the kitchen I turned on the electric oven for extra heat, fried an egg in the electric skillet, and toasted bread in the electric toaster, while fixing orange juice in the electric blender.

After breakfast, I shoved the remains down the electric disposal and turned on the electric exhaust fan to dispel the smell of burned toast.

Then I cleaned my teeth with the electric tooth brush.

Back in the bedroom I dressed to a tune from my electric radio and got a shine from the electric shoe polisher.

I opened the electrically-operated garage doors and cleaned off the driveway with my electric-powered snowblower.

Then I checked on how the dog was doing in his electrically heated doghouse, and got in my car to go to work.

When I got home that evening, planning on an evening of relaxation while using my power tools to the accompaniment of music from my electric record player, I found an envelope from the power and light company.

Its contents electrified me.

Tomorrow I'm going down and ask those people why the h--- my electric bill is so high!

*Reprint from a column by Glenn Williams  
in the Salina (Kan.) News.*

### OUR COVER

**T**HE CHRISTMAS SEASON can truly be called a "festival of lights". The cheerfulness of the season shines through the floor display windows, in the auditoriums and from the rooftops of offices throughout our service area. The lights on this large pine tree at the Beaumont Service Center shine forth a great "Season's Greetings" to people as they drive down 11th Street. Beginning on page 13 are full-color pictures of lighted displays from throughout our service area. All are meant to wish our friends a most merry Christmas and a happy New Year.

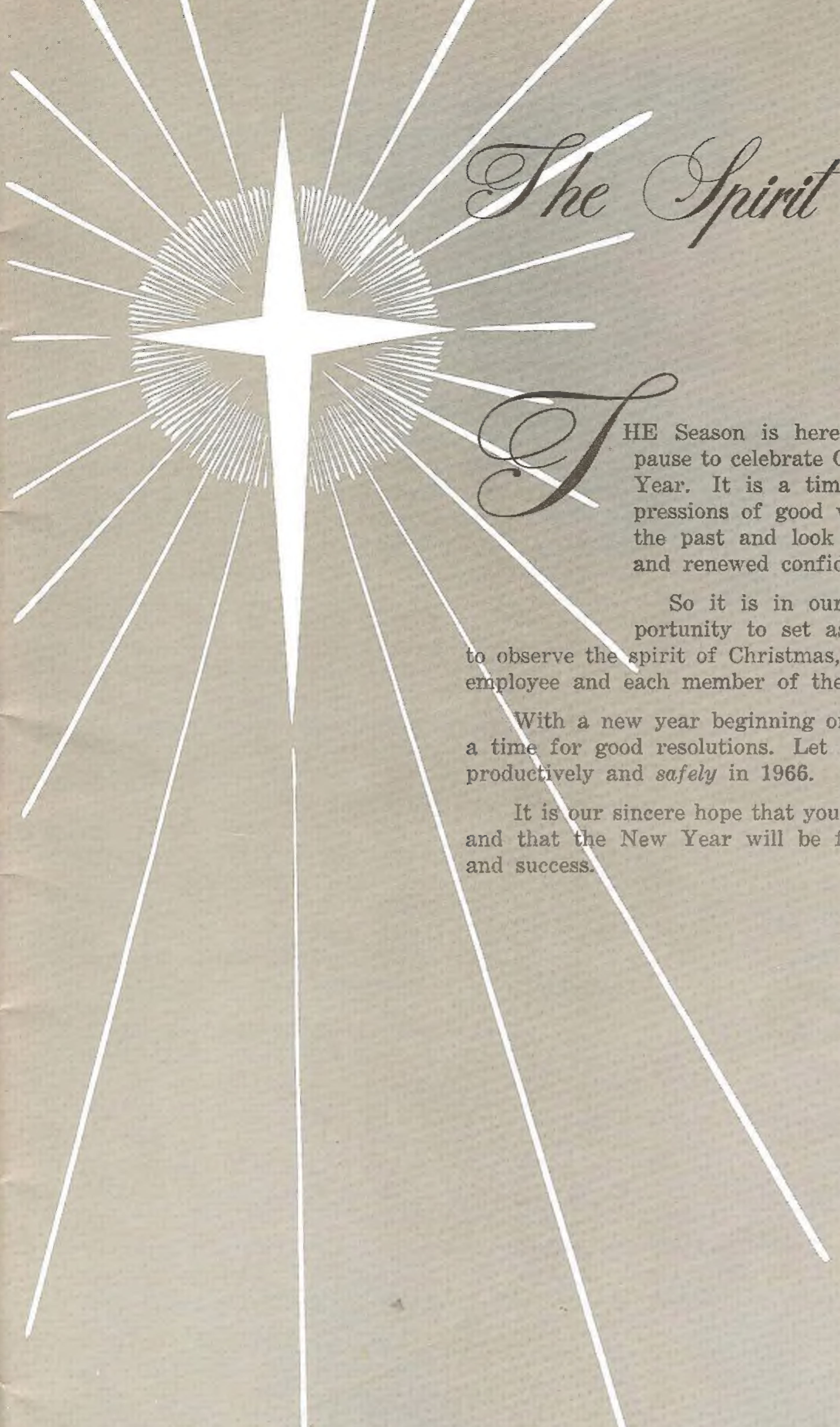
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trial Editors.





# *The Spirit of Christmas*

*T*HE Season is here when people all over the world pause to celebrate Christmas and the coming of a New Year. It is a time when men join together in expressions of good will and peace on earth, reflect on the past and look to the future with determination and renewed confidence.

So it is in our Company. We welcome this opportunity to set aside our daily business operations to observe the spirit of Christmas, and share good wishes with every employee and each member of their families.

With a new year beginning only a few weeks away, this is also a time for good resolutions. Let us each resolve that we will work productively and *safely* in 1966.

It is our sincere hope that yours will be a truly Merry Christmas, and that the New Year will be filled with personal joy, happiness and success.

*J. H. Richard*  
President



# Christmas

## around the world

**C**HRISTMAS IS CELEBRATED many ways, but how it's done depends on where you are.

Sweden, Mexico, the Netherlands, Spain, Denmark, France — wherever you go in the world, you will find that each country has its own Christmas traditions.


In Bethlehem, the birthplace of Christ, the streets are filled on Christmas Eve with thousands of devout pilgrims, representing the many faiths, who journey there to worship. Back and forth they pass in processions, holding candles and singing, as they visit sacred crypts, grottos and churches.

That evening a special mass is held in the Church of the Nativity, believed to be the oldest Christian sanctuary in the world. At midnight, church bells ring for miles around calling the celebrants to assemble at Shepherd's Field to sing hymns.

In Sweden, Christmas is celebrated in a different way. Here the Yuletide officially begins on December 13, St. Lucia's Day. Everyone goes outside, carrying lights and singing carols door to door. The ancients believed this day the darkest of the year. Thus man-made brightness is used to dispel the "spirits of darkness."

Then, Christmas itself starts off early the morning of December 25 when—before the family goes to church—a daughter of the house, dressed as St. Lucia, visits each bedroom. Robed in white, she wears on her head a wreath of whortleberry leaves encircled with lighted candles, and carries a tray of coffee and special Lucia cakes.

In Denmark, Christmas is celebrated—not on December 25—but on Christmas Eve. Late that afternoon,



**NORWAY.** In Norway, some peasants at Christmas time still attach large bundles of oats and put them over the roofs of houses to chase away evil spirits. However, many rural Norwegians carry on a version of this tradition by leaving bundles of grain for birds during the Christmas season.

(Story and pictures courtesy of the National Lutheran Council.)



all work ceases, church bells peal, and people flock to the churches that have been festively lighted and decorated with fragrant green pines.

After services, men and women, young and old, return home for a traditional Christmas Eve dinner, after which they join hands and move around the gaily-decorated Christmas tree, singing old Christmas hymns.

In neighboring Norway, Christmas is celebrated still another way. Here, besides the traditional customs, animals are given extra rations since they witnessed the birth of Christ. Also, some peasants still attach large bundles of oats to sticks and put them on roofs to chase away evil spirits. The theory is that the green rods and crops are effective helpers against the "evil one."

South of the border in Mexico, religious-social celebrations called Posadas are familiar throughout the country. "Posada" means lodging or shelter in Spanish. However, "Posadas" now is the collective term given in Mexico to the nine days of celebration with which Mexicans commemorate Joseph and Mary's difficult journey from Nazareth to Bethlehem.

Across the Atlantic in Spain, Christmas ceremonies begin early in December. Here the religious focal point is the "Belenes" or "Nacimientos"—the nativity scene—which holds a place of

honor in every home. Weeks before, street vendors sell clay, wood, and cardboard figures representing the Holy Family, shepherds, and animals in the manger. Then each family goes to work to make its nativity scene as beautiful and traditional as possible. Prizes are given for the best representations.

In France, Christmas is celebrated by religious processions, steeped in tradition, and attended by people from all over the world.

At Baux, for example, a centuries-old ceremony is repeated each Christmas Eve. A shepherd brings into the ancient St. Vincent's Church a newborn lamb that is placed in a grotto where the figure of the Infant Jesus lies in a creche.

In the Netherlands, the Christmas celebration centers around the home. After attending church services on Christmas Eve, the family returns home, enjoys a traditional dinner, then sits around the tree re-telling stories of Christmas in an atmosphere of peace and happiness.

In nearby Switzerland, in some provinces the children await the arrival of the Christ Kindli—the little Christ child, always depicted in white, carrying a magic wand, and wearing a shining crown.

In other provinces, they look for St. Niklaus who with his servant Schutzli,



**AMONG THE SWISS.** In Switzerland, the children's favorite is St. Niklaus who, with his servant Schutzle, distributes gifts and looks up their good and bad deeds in a book.

not only distributes gifts to them, but also looks up their good and bad deeds in a book and if they have been bad warns them to be good.

Polish "Star-boys" roam the countryside on Christmas Day portraying the wise men of the East and performing the drama of the Nativity.

In England, many Christmas traditions go back to ancient times. At Dewsbury in Yorkshire, Christmas Eve is the time for the unusual custom of "Tolling the Devil's Knell." Performed for more than 700 years, this involves tolling the bells of the local church — this year 1,964 times — the Devil supposedly perishing on the final stroke.

In the Philippines the Christmas celebration begins on December 16, when the first of a novena of masses is sung. Called *misa de gallo* (mass of the rooster) because it starts so early, this ceremony was originally a farmer's mass, participated in by pious farmers who congregated before leaving for the rice fields at dawn.

And so it goes. From the lighted processions in Europe to the South Sea Islands, where the carols come out with a Polynesian beat and Santa's reindeer are replaced by canoes, Christmas is celebrated all around the world. But how it's done depends on where you are.



**SWEDEN'S ST. LUCIA.** In Sweden, on Christmas morning a daughter of the house dressed as St. Lucia visits each member of the family carrying gifts, coffee and special Lucia rolls.



# Navasota — City in the Middle Of Texas' Biggest Markets



**PEACEFUL, SMALL CITY LIVING.** That's what Navasota offers new residents. Indicative of the peaceful atmosphere is this neighborhood scene featuring one of the city's gracious churches. Navasota has 14 churches representing eight denominations.

**MUNICIPAL CENTER.** Few small cities can boast of a better city hall than Navasota. Located in the heart of the city, this modern building houses all municipal offices, including the Police and Fire Departments. Beauty wasn't forgotten when the building was designed. A court yard is located in the middle of the office complex.



**L**OCATED in the middle of Texas' most flourishing markets, Navasota is a small city with big possibilities for industrialists seeking new frontiers of operation. The south central Texas city, linked with Dallas, Houston, San Antonio and Fort Worth by excellent highways, railways and truck-lines, offers a plentiful supply of labor — particularly female labor.

Navasotans know their city has something to offer, and they are working diligently through their chamber of commerce and Navasota Industrial Foundation to tell the world about it. They have formed a team bent on beefing up the Navasota economy through industrial development. The Industrial Foundation, headed by president W. E. Gibson, a Navasota insurance executive, was formed to lend financial assistance to the chamber of commerce's ever-pressing search for new business and payrolls.

The foundation is presently busy finding occupants for its industrial park located within a



few minutes drive from downtown Navasota. To date, four firms are located on the industrial site and another 7.3 acres have been leased to a major foods company in Milwaukee, Wisconsin, which plans to build in Navasota one day.

**A**CTUALLY, THE CHAMBER of commerce is doing the legwork and planning that goes into selling Navasota to industry elsewhere. The foundation's role is that of making available the best locations and facilities to meet the demands of prospective industry. The chamber, which goes officially as the Grimes County Chamber of Commerce, has been instrumental in several plants moving to Navasota in the last few years. The chamber worked with Tru-Weld (50 employees), BRYCO (five employees), Ram Forge and Steel Company (30 employees) and Ratio Manufacturing Company (10 employees). The chamber is still searching for new leads under the presidency of Otto F. Lohmeyer, executive vice president of the First National Bank of Navasota, and Albert Miller, chairman of the chamber's industrial committee and a Navasota insurance executive.



**MID-WEEK DOWNTOWN ACTIVITY.** Downtown Navasota doesn't save its best for Saturday as this photo attests. Merchants report good, steady business throughout the week in a city that serves as the banking and commercial center for almost a three-county area.

They are convinced that Navasota and surrounding Grimes County could sound a magic ring to many manufacturers looking for new frontiers for expansion. They point to its central location to such key Texas markets as Dallas, Houston, Austin, San Antonio and Beaumont; excellent rail, truck and bus service; good highways linking it to all corners of Texas; and a virtually untapped labor supply that is willing to give a full day's work for a fair salary.

**C**OMPANIES COULD REST assured that their employees would take a liking to the city, which boasts a population of 5,200. Municipal affairs are managed on a strict business-like basis by a council-city manager government headed by Mayor Jeff Haynie, Jr., and City Manager Charlie L. Carter, Sr. They call the shots for a city operation that includes 34 employees. The city provides police

*(Continued on next page)*

**TOP MEDICAL FACILITIES.** Navasota has become the "medical center" of a three-county area since the opening of the new Grimes Memorial Hospital. The hospital opened with 30 beds.



**MUCH TO OFFER.** Navasota has its share of beautiful, tree-shaded neighborhoods with some of the finest homes to be found anywhere. The city offers the peace and comfort of a small town.





(Continued from page 5)

and fire protection, water, sewage disposal, natural gas and garbage pickup.

Further dispelling thoughts of being "isolated" are excellent medical facilities (six doctors, three dentists, the new 30-bed Grimes County Memorial Hospital, one convalescent home); a sound school system with 2,500 enrollment; 14 churches with eight denominations represented; the new Grimes County Library with 7,200 volumes; two banks and a savings and loan association with nearly \$10 million deposits; a municipal golf course; two public swimming pools; tennis courts; park and picnic facilities; and some of the finest hunting and fishing within a few minutes drive.

Navasota offers much to industry, but it also offers small town living at its finest to people who like to be close to the action but not in it. A non-congested, rural atmosphere where personal service is taken for granted can be found in this city that points to the future with optimism. Leaders feel they have something to offer and the "hard sell" has begun.



**SOUND EDUCATION.** Navasota prides itself on an education system with few equals in south central Texas. Shown here is Navasota High School, which accommodates 297 students during the present school year. Navasota School District has an enrollment of 2,400. Another educational asset is Texas A&M, only a half hour drive away.



**CULTURE NOT FORGOTTEN.** The new Grimes County Library is one of Navasota's showplaces. E. L. Maris, residential sales representative, and a member of the library's board of directors, talks with Mrs. Lou Hertengerber, librarian. Mr. Maris was instrumental in the library's beginning, having served on the building committee.



**HEAD CITY GOVERNMENT.** Mayor Jeff Haynie, Jr., and City Manager Charlie L. Carter, Sr., conduct municipal affairs for the Navasota council-city manager government. They head a force of 34 employees which provides complete police and fire protection, water, sewage disposal, natural gas and garbage pickup.



**LOCATED ON INDUSTRIAL PARK.** Ram Forge & Steel Co., manufacturers of high pressure fittings, is one of four industries located on the Navasota Industrial Foundation's industrial park. The plant has provided payrolls for some 30 employees for the past four years.



**SOLID INDUSTRY.** Navasota offers plenty to industrialists seeking new plant locations, and the International Paper Company (wood preserving division) is proof. Located just north of the city limits, the firm employs between 40-45.





**ON CHRISTMAS 'TOUR'.** Our Company's home service advisors have been going through their usual hectic pre-Christmas paces for over a month, telling housewives by the hundreds about holiday foods and ideas. Becky Jones, home service advisor, Port Arthur, shows off two home decorations that have been popular this season. The "tree" was made of poster board, cotton balls and tiny ornaments. The "Santa Claus" was made by pasting red and white felt cutouts onto a goblet.

## Festival Decorations

**C**HRISTMAS IS A FESTIVAL of decorations. It is the one season when ingenuity really comes forth.

With a few basic materials and genuine, heartfelt ideas to express, it is always a wonder to see the different effects which can dress up the home for the holidays.

Our home service advisors have come up with several suggestions for quick, inexpensive but gay home decorations.

### COTTON-BALL CHRISTMAS TREE

**MATERIALS NEEDED:** One cardboard cone (15 inches high and eight inches across the base) made from medium weight posterboard; one large bag of cotton balls (approximately 300); one small bottle of all-purpose, quick-drying glue; one small can of white snow; 30 extra small red and gold ball ornaments; red sateen ribbon ( $\frac{3}{8}$  inch); and straight pins.

**DIRECTIONS:** Make cone from posterboard; glue cotton balls to cone, spacing closely together; spray with snow to flock tree; tie two inch piece of ribbon through wire loops on ball ornaments; and attach to cone with straight pins.

### SANTA CLAUS CANDY HOLDER

**MATERIALS NEEDED:** Scraps of white, black and red felt; all-purpose, quick drying glue; one water goblet.

**DIRECTIONS:** Cut face and beard from scraps of white and black felt; cut cap in triangle shape out of red felt; attach cut-outs to glass with glue.

### LIGHTED CHRISTMAS WREATH

**MATERIALS NEEDED:** Two styrofoam rings (12-inch diameter); ribbon bow and three Christmas balls; box of white tinsel; set of miniature lights; and florist pins.

**DIRECTIONS:** Pin rings together with florist pins to make wreath; arrange lights on wreath and secure; wrap tinsel around wreath; tie balls to bow and pin at top of wreath.

### CHRISTMAS TABLE DECORATION

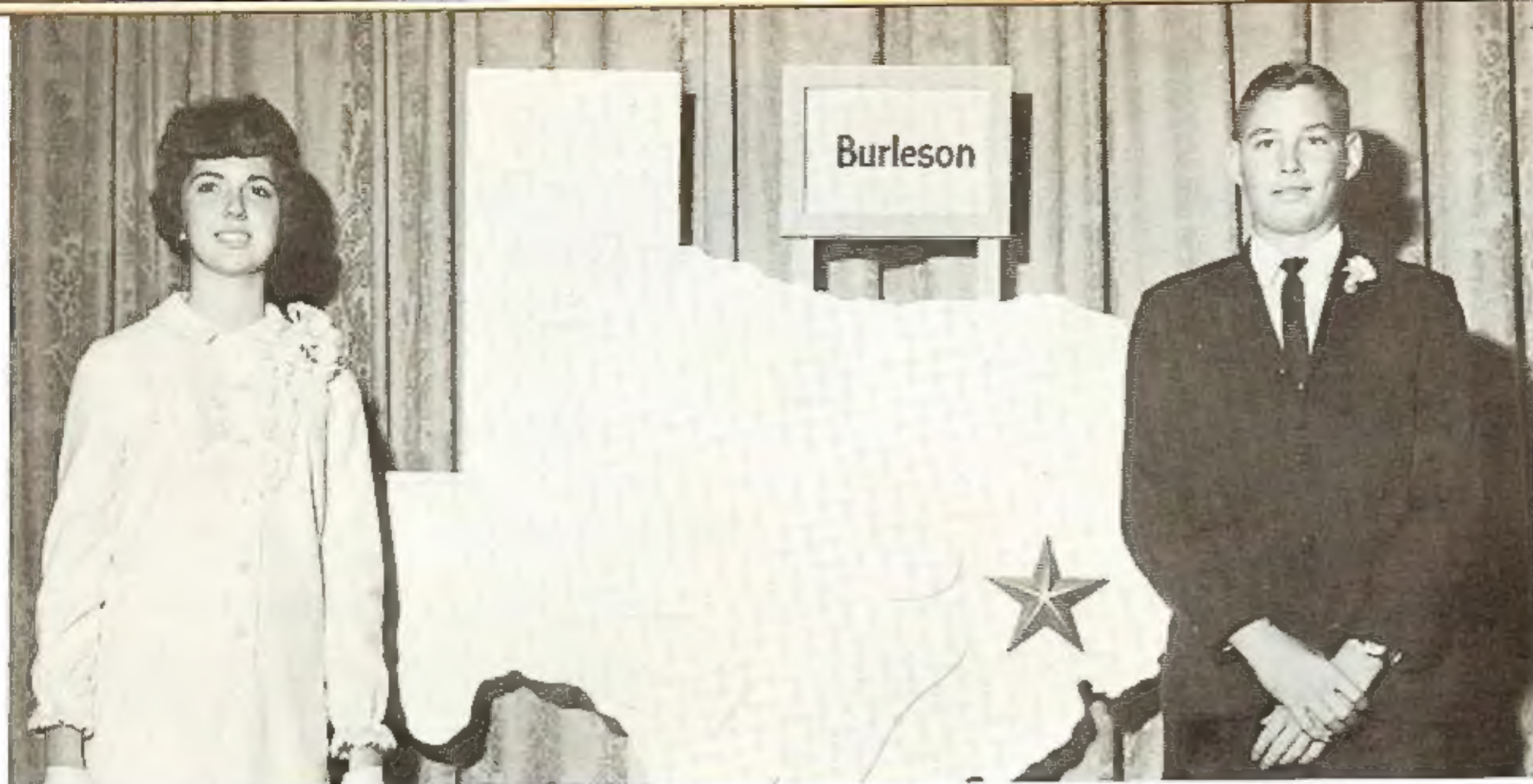
**MATERIALS NEEDED:** Six wire clothes hangers; box of white tinsel; 10 clusters of artificial grapes; one pound coffee can; package of gold glitter; can of gold spray; 5-6 feet of fine wire.

**DIRECTIONS:** Spray hangers, grapes and containers gold; glitter them; remove hooks from hangers; wire them back to back (wire together with even spacing); tie wire around center of hangers; add tinsel and cover exposed wire; wire a cluster of grapes on each hanger and arrange others around the base of the arrangement.



**HOLIDAY DECORATIONS.** Gwen Hansen, home service advisor, Beaumont, shows two home decorations, a lighted Christmas wreath and a Christmas table decoration, she made. Mrs. Hansen has been using the decorations in her holiday season demonstrations to show area homemakers that a little ingenuity and inexpensive materials can make the home a welcome eyeful when Santa makes his annual round.





**BURLESON COUNTY GOLD STAR WINNERS.** Dianne Loehr, daughter of Mr. and Mrs. Rudy Loehr, Caldwell, and Bruce Cowan, son of Mr. and Mrs. J. D. Cowan, Deanville, were among the 14 Gold Star 4-H winners from seven Texas counties in our service area honored at a banquet in Houston, November 6. Youths from 19 Gulf Coast counties were presented Gold Star awards, the highest county award provided by the Texas Agricultural Extension Service for being named outstanding 4-H boy and girl of each county. Dianne is a sophomore at Caldwell High School. She plans to attend the University of Texas and major in English. Bruce is president of the sophomore class and plays tackle on the football squad.

## Area 4-H Clubbers Win Gold Star Awards

**FOURTEEN YOUNG FARMERS** from seven counties in our Texas service area were awarded Gold Star Awards at a banquet, November 6, in the Shamrock Hilton Hotel, Houston.

The Gold Star Award, the highest county award provided by the Texas Agricultural Extension Service, are made to the outstanding 4-H Club boy and girl in each county. It recognizes



**HARDIN COUNTY.** Awards were won by Myra Butler, daughter of Mr. and Mrs. I. M. Butler, Jr., Silsbee, and David Jordan, son of Mr. and Mrs. Ervin E. Jordan, Kountze. Myra is a sophomore at Silsbee High School. David has been in 4-H Club work for four years.

**ORANGE COUNTY.** Gold Star award winners from Orange County are Ben Ramke, son of Mr. and Mrs. Lloyd Ramke, and Patricia Ann Jones, daughter of Mr. and Mrs. Bernard E. Jones, both of Orange. Patricia plans to major in home economics at college. Ben is a graduate of St. Mary's High School where he was valedictorian of his class. He is presently attending LSU where he is majoring in physics and math.



### FROM PEARLAND, TEXAS:

Dear Mr. L. V. Dugas;

I would like to take this opportunity to thank you for your assistance at the District 11, Gold Star Banquet.

I'm sure this event would not have been what it was without your help. Both my parents and I, thank you again for an evening that will be well remembered.

Linda Cockerell  
Gold Star Girl—  
Brazoria County

the outstanding achievement, leadership and contribution to the county 4-H program. It is designed to stimulate Gold Star winners to further achievements and encourage others to participate in the county 4-H program.

L. V. Dugas, vice president and general sales manager, Beaumont, gave the welcoming address at the banquet which was sponsored by our Company, Houston Lighting & Power Company and Community Public Service Company.



**GRIMES COUNTY.** Gold Star girl and boy for Grimes County are Debra Finley, daughter of Mr. and Mrs. J. R. Finley, Iola, and Weyman Leiber, son of Mrs. W. H. Leiber, Anderson. Both are freshmen, Debra at Iola High School and Weyman at Anderson High.





**LIBERTY COUNTY.** Winners from Liberty County are Leota Lucero, daughter of Mr. and Mrs. Frank Lucero, Dayton, and Henry Patterson, son of Mrs. Alice Patterson, Cleveland. Leota is a junior in Dayton High School and plans to be a beautician. Henry is a freshman at Cleveland High School and plans to attend Texas A&M.



**CHAMBERS COUNTY.** Gold Star 4-H'ers from Chambers County are Jean Lagow, daughter of Mr. and Mrs. Joe Lagow, Anahuac, and Ralph Highberg, Jr., son of Mr. and Mrs. John R. Highberg, Winnie. Jean says that 4-H is worth all the time and effort needed to make a good club. Ralph is an eighth grade student at East Chambers Junior High. He plans to become a veterinarian.

**JEFFERSON COUNTY.** Award winners from Jefferson County are Debbie Schroeder, daughter of Mr. and Mrs. F. W. Schroeder, and Buddie Watson, son of Mr. and Mrs. B. M. Watson. Both are students at Forest Park High School in Beaumont. Debbie is a freshman and Buddie is a sophomore.



# We're Always on Display

**T**HERE ARE TWO WAYS to do anything. And the responses obtained by a survey organization, which makes a business of studying customer attitudes for utility companies, make a point of this. Although some of the answers are humorous, they do bring home the fact that in the utility business our Company and its employees are always on display.

A thoughtless comment, a discourteous remark, and failure to provide information clearly and promptly will often remain in a customer's memory for a long time.

On the other hand, a helpful act, a pleasant smile, and prompt and friendly service may earn our Company a life-long supporter.

Where do you fit in? Which of the following comments apply to you?

---

"The employees are prompt and courteous and go out of their way to be helpful."

**OR**

"I never went in that company once that they haven't been discourteous. They just say, 'Take it up with someone else—I just work here.'"

---

"I thought my electric bill was too high, and they sent out a very nice guy who explained why it was high."

**OR**

"I know a man that wanted his meter checked and they didn't do it so he took a choppin' axe and chopped it down."

---

"The meter reader was here this morning and he said, 'Thank you,' after reading the meter. What more could you want?"

**OR**

"The meterman don't speak when they come in; they brush right on by you and don't say a thing. They should show more courtesy."

---

"We asked them for some special service just recently, and they came right out. They said if we needed anything else to just call them."

**OR**

"When I first moved here there was something wrong with my gas, and when I called the man said, 'Lady, don't you know this is Saturday?'"

---

"I asked for temporary service when we were building our house and they were very accommodating."

**OR**

"The initial installation of electricity was awfully slow. The lady at the electric company told my wife that we weren't the only ones waiting, which didn't interest us."





**LAKE CHARLES' ALL-ELECTRIC ROUND-HOUSE.** Murphy Guidry, serviceman first class, Lake Charles T&D, believes in all-electric living. His latest testimony is this circular home at 4507 Young Lane in Lake Charles which he built himself. In the background is the framework of another home Mr. Guidry is constructing. This will be the third all-electric house he has built since 1959.

## All-Electric Roundhouse

**N**OT TOO LONG AGO when anyone talked about a roundhouse people thought of a place where railroadmen took their locomotives to be worked on.

But this is not the case when Murphy Guidry, serviceman first class in Lake Charles, talks about his roundhouse. He has just completed building a circular, all-electric home at 4507 Young Lane in Lake Charles.

This 2,500 square foot home is the second Gold Medallion home that Mr. Guidry has built. The first was at 4511 Young Lane and was featured in February, 1960, PLAIN TALKS. Even

after building two all-electric homes, Mr. Guidry has not stopped. He is now well along on building a third one at 4509 Young Lane.

Mr. Guidry's roundhouse is built in three concentric rings with a sunken living room in the center. The main features of the living room are the large wood-burning fireplace and the windows that ring the walls just below the vaulted ceiling. Encircling the living room is the hall off of which open the kitchen-dining room, family room, three bedrooms and three baths, all of which make up the outer circle.

Mr. Guidry has included all basic features of "total electric living" plus many extras. The all-electric kitchen features the latest self-cleaning oven and double refrigerator-freezer. The house is weather-conditioned by a General Electric heat pump with a three-ton compressor and a four-ton air exchanger. Built into the floors are pipes for circulating hot water for radiant heat.

Joann Guidry's pride is the built-in central vacuum system.

"I bet it saves me 30 minutes a day in cleaning time," Mrs. Guidry said. "It's so nice. I don't have to get the vacuum out. Just plug in the hose and it's ready and I don't have to worry about emptying the bag."

Mr. Guidry did all the work on the house, with the exception of the floors, ceramic and brick work. It took him seven months of working mornings, evenings, days off and during vacation. He still has a lot of work ahead. As soon as he finishes the house next door he plans to put in a swimming pool, then landscape and finish accent and protection lighting in the yard.



**MAKES HOUSE CLEANING EASIER.** Joann Guidry makes everyday use of the central built-in vacuum cleaner. Mrs. Guidry is an assistant to a Lake Charles dentist and has long been convinced that total-electric living allows her to run her household without any outside help.





**LIVING IN THE ROUND.** The Guidry family, Gairy Lynn, Murphy, Joyce Louise and Joann, are pictured in the sunken living room that makes up the core of the roundhouse.



**DREAM KITCHEN.** Mrs. Guidry serves herself a cup of coffee as her youngest daughter, Joyce, discusses school activities. This kitchen features the latest in General Electric equipment, including a self-cleaning oven and a double refrigerator-freezer.



## CHRISTMAS QUIZ

*Test your knowledge of Christmas by trying to answer the following questions.*

1. What notable American deed was performed on Christmas in 1776?
2. Who wrote "The Visit of St. Nicholas"—a poem which starts out with the line, "'Twas the night before Christmas when all through the house/Not a creature was stirring, not even a mouse. . .'"?
3. Name as many as you can of the eight reindeer mentioned by the poet in "The Visit of St. Nicholas."
4. What three famous gifts did the three Wise Men bring to Bethlehem?
5. Who sent the first Christmas card?
6. What is the title of the story by Dickens in which you read about Scrooge and Tiny Tim?
7. In the language of flowers (according to a Scandinavian myth) what does Mistletoe mean?
8. What does *Vrolijk Kerfeest* mean in Dutch?
9. What is the name of the ancient Roman holiday from which many customs were derived for the celebration of Christmas?
10. Who originated the image of Santa with rosy cheeks, white beard and round belly; Who was the first cartoonist to illustrate Santa?
11. What Country gave us the Yule log tradition; What did it symbolize?
12. What was the forerunner of the Christmas tree?
13. Who popularized the Christmas carol as we know it?

*(Answers on page 23)*





*"Let's keep our Congressmen informed!"*

## Review of 1965 G&T Action Before Federal Courts and Louisiana Public Service Commission

**W**ITH CONGRESS reconvening next month, it is important that we contact our representatives now and describe how we feel about this unwarranted expenditure of tax dollars at a time when the nation faces an \$8 to \$9 billion dollar deficit. The following review of G&T loan action during 1965 should provide you with information that you can use in your letters, or better still, when you personally visit your congressman while he's home for the holidays.

### FEDERAL SUIT

The preliminary injunction obtained in the Federal Court suit against the Administrator of the REA in connection with the \$56.5 million G&T loan to Louisiana Electric Cooperative Inc., remains in effect.

The Government's appeal in the case came up for hearing before the Fifth Circuit Court of Appeals on September 28, after which the Government filed a new application for a partial stay of the preliminary injunction which was handed down by Judge Dawkins in the Federal District Court. At this time, the Fifth Circuit has not yet handed down its decision, but it is expected that decision will be rendered before the end of the year.

### STATE SUIT

The State suit in which we asked the Public Service Commission to require the super co-op to

obtain a certificate of convenience and necessity before proceeding with its G & T project is now pending in the Public Service Commission after having been returned there by decision of the State District Court in East Baton Rouge Parish. The super co-op has filed exceptions to the Commission's jurisdiction and the Commission has not yet fixed a date for hearing or determined the scope of the hearing which will be held.

### TERRITORIAL DISPUTE CASES

A number of territorial complaint cases have been filed in the Louisiana Public Service Commission by both our Company and the cooperatives, complaining that the other is engaging in uneconomic duplication of facilities or attempting to serve customers already being served by the complaining utility. In all of the cases, the Commission has taken the position that neither our Company or the cooperatives enjoy an exclusive franchise to serve all customers within any given territory and that the Commission's jurisdiction is restricted to restraining one utility from serving customers already being served by another. In two instances the Commission required Dixie Electric to discontinue serving two customers which were being served by our Company at the time Dixie extended its facilities. Appeals have been taken by the cooperatives in all instances where the Commission made adverse rulings.





GREETINGS FROM THE GENERAL OFFICES. The large lighted, moving bell, piped Christmas music and the revolving tree in the sales floor window have made our general offices a Christmas landmark for Beaumont shoppers.

*Each brightly decorated Company installation shines a . . .*

## Merry Christmas Greetings

CHRISTMAS CAN really be called a fantasy of lights as homes, stores and office buildings shine forth a most brightly lighted greeting to the crowds rushing past on those last minute errands.

It is now the season when all of our office buildings and service centers put on their most colorful, bright, shiny faces.

On these pages your editors have gathered pictures of some of the facilities from throughout our service area to make one large greeting card which expresses the wishes of all Gulf Staters to each other and to all our friends for a most enjoyable Christmas season and prosperity in the coming year.



GREETINGS FROM JENNINGS. A bright, colorful Christmas setting greets the visitors to our Jennings, Louisiana, offices.





**GREETINGS FROM BATON ROUGE.** The large candles on the roof of our main offices for the Baton Rouge Division light a colorful season's greetings against the Baton Rouge sky.



**GREETINGS FROM PORT ARTHUR.** Visitors to our Port Arthur Division offices get a cheerful greetings from the colorful sales floor displays.





**GREETINGS FROM PORT ARTHUR SERVICE CENTER.** The gayly decorated auditorium at the Port Arthur Service Center is a Christmas showplace since the auditorium is used as a meeting place by a large number of south-Jefferson County organizations during the holidays.



**GREETINGS FROM MID-COUNTY.** A large flocked Christmas tree dominates the sales floor of our office and service center on Nall Street in Port Neches.





**GREETINGS FROM DENHAM SPRINGS.** The lighting and decorations add a most festive touch to one of our newest offices and service centers at Denham Springs, Louisiana.



**GREETINGS FROM LAKE CHARLES.** The tinsel trees and lights, which were installed just last year, give a most seasonal look to the newly renovated front of our Lake Charles Division offices on Broad Street.



# What Medicare Means To You

## Its Benefits and Costs

When you reach  
age 65

**W**HEN YOU REACH AGE 65 you will be eligible for many benefits that were not available before President Johnson signed the Medicare bill.

Your Social Security Check will be seven per cent larger than it would have been before the legislation was passed. That is only a start. The bulk of the benefits pertain to your health.

You need not retire at 65 to be eligible for the health benefits. If for any reason you do not collect Social Security, you still are eligible for benefits starting next July.

If you work  
after age 65

**HOSPITAL CARE:** Your hospital bills will be paid for sixty days of each illness, except for the first \$40, which you will pay. If you require hospital care for more than 60 days, the additional days, up to 30, will cost you only \$10 a day. Psychiatric care is included.

**NURSING HOME:** Starting in 1967, you will be eligible for twenty free days in a nursing home. The law provides you may stay 100 days at a cost of only \$5 a day after the free twenty days.

**VISITING NURSE:** You will be entitled to 100 visits from a nurse or technician at no cost to you.

**OUT-PATIENT SERVICE:** You pay the first \$20 of hospital charges for diagnostic service in an out-patient department; then only 80% of additional charges up to a 20-day diagnostic study period.

**PHYSICIAN'S CARE:** Fees for physicians and surgeons are partly covered under a voluntary insurance plan. For \$3 a month, starting July 1, 1966, the government will pay 80 per cent of all fees more than \$50. You pay the first \$50 and 20 per cent of the balance. Coverage includes some dental surgery.

**OTHER SERVICES:** The insurance plan covers home nursing care, X-rays, radium treatments, casts, splints, artificial limbs and ambulance service.

Who will pay  
for all this?

**W**HAT WILL IT COST? WHO PAYS, for all these benefits? The same fellow. The taxpayer. The wage-earner. You. And you. And you.

Starting January, your Social Security tax will jump from \$174 a year to \$277.20, if your annual salary is \$6,600 or more. If your salary is less than \$6,600, you can figure the increase at nearly 60 per cent of your present tax. The company will have to match your tax payments.

Other increases already are planned. The Associated Press has estimated your Social Security tax will be \$372.90 in 1987, under present plans. No one can guess what Congress may do to change those plans in the next twelve years. Only one thing is certain. Taxes will not be decreased.



## Kenneth Sutton to Retire January 1 As Company Advertising Director

**K**ENNETH SUTTON, advertising director of the Company, retires January 1, lacking by just a few days 40 full years of service.

A native of Beaumont, he joined the staff of the New Orleans Item in 1919 as a reporter, later working on the editorial staffs of the New Orleans States, the Times-Picayune, the Milwaukee News and the Newark, N. J. Ledger. He returned to Beaumont in 1924 to the editorial staff of The Journal and came to our Company, then only six months old, on January 5, 1926, to edit PLAIN TALKS and handle the Company's advertising and publicity.

Under Mr. Sutton's direction, the Advertising Department has won local and national recognition and honors for advertising prepared by members of the department.

He has served as president and director of the Beaumont Advertising Club and in 1962 received the Advertising Medal Award presented by the Advertising Federation of America. He served as a trustee of the Beaumont Independent School District for two terms, the second term as president of the board.

Other civic responsibilities during his career included membership on the boards of United Appeals, the Red Cross and the YMBL. During World War II he served in the Texas State Guard. He is a member of the Chamber of Commerce, the YMBL, the Kiwanis Club, the B&PM Club, The Beaumont Advertising Club and the Public Utilities Advertising Association.

Retirement plans? He says he and Mrs. Sutton, the former Nora Thomson of Beaumont, expect to spend a lot of time in Tyler



Kenneth Sutton

County, where they have had a home for some thirty years near Woodville. They are members of St. Paul's Episcopal Church in Woodville. The Suttons will also be visiting their daughter, Mrs. Russell Coates and granddaughters, Kathy and Karen, in Washington D. C., and their son, Kenneth E. Sutton, Jr., and grandchildren, Janet, Dianne and Jim, in Albuquerque, N. M.

## Mary Dewey to Retire After Thirtyeight Years Service

**M**RS. MARY DEWEY, senior billing clerk in System Billing Records, Beaumont, joined our Company on July 1, 1927, at Beaumont in what was supposed to be a temporary job. After six weeks she was made a permanent employee as a bill clerk in System Billing.

In 1941, Mrs. Dewey was named billing clerk and has been senior billing clerk since 1952. Before joining our Company, Mrs. Dewey was employed by area businesses as a cashier.

A native of Buda, Texas, she attended high school in Orange and Port Arthur Business College. Mrs. Dewey and her hus-

band, Fred, live at 5950 Zenith Lane, Beaumont. They are members of Westminster Presbyterian Church.



Mrs. Dewey

## Ray Pace Completes Harvard Course

**R**AY S. PACE, director of purchasing, Beaumont, completed the

48th session of the Advanced Management Program held at the Harvard University Graduate School of

Business Administration on December 10. This session began September 12.

Coming from every continent, 160 business executives, government and military leaders participated in the 13-week program. The men represented 25 states, Washington, D. C., Canada, and 18 overseas countries.



Ray Pace



## Hudspeth Transferred to Navasota; Brinkley Named Cleveland Superintendent

**R. R. HUDSPETH**, district superintendent in Cleveland since 1945, was transferred to Navasota as district superintendent. Mr. Hudspeth succeeds Van B. Hereford as Navasota district superintendent. Mr. Hud-



Roy Hudspeth

speth, a native of Bryan, assumed his new job on December 1.

Mr. Hudspeth was employed in 1927 at Bryan. He progressed to engineer and was made substation operator at Huntsville in 1929. He was promoted to operator at Dayton in 1934 and served as utility man, chief operator, cashier, superintendent and local superintendent at Dayton until moving to Cleveland in 1945.

He has been active in Cleve-

land civic and education affairs for years. He served 12 years on the Cleveland school board and served that group as secretary for several years. He has been a member of the Rotary Club and Chamber of Commerce, serving on both organizations' board of directors.

Mr. Hudspeth is married to the former Audra Taylor of Hillsboro. They have been members of the First Methodist Church in Cleveland.

**C. R. "DUCK" BRINKLEY**, formerly district superintendent



C. R. Brinkley

at Liberty, was named to succeed Mr. Hudspeth at Cleveland.

A native of Trinity, Texas, Mr. Brinkley has been district superintendent at Liberty since 1956. He has been employed by our Company since 1936 when he came to work as a helper in the Huntsville Line Department. He progressed to lineman third class in 1940 and was transferred to Conroe in the same capacity in 1941.

He was promoted to serviceman second class and transferred to Alvin in 1941. He was promoted to serviceman first class a year later. He was promoted to local superintendent at Woodville in 1950 and stayed there until transferred to Liberty.

Mr. Brinkley is married to the former Beatrice Martin of Trinity and they were members of the First Baptist Church in Liberty. He has been a member of the Liberty Rotary Club and Chamber of Industry and Commerce. He served on the board of directors of the chamber until being transferred.



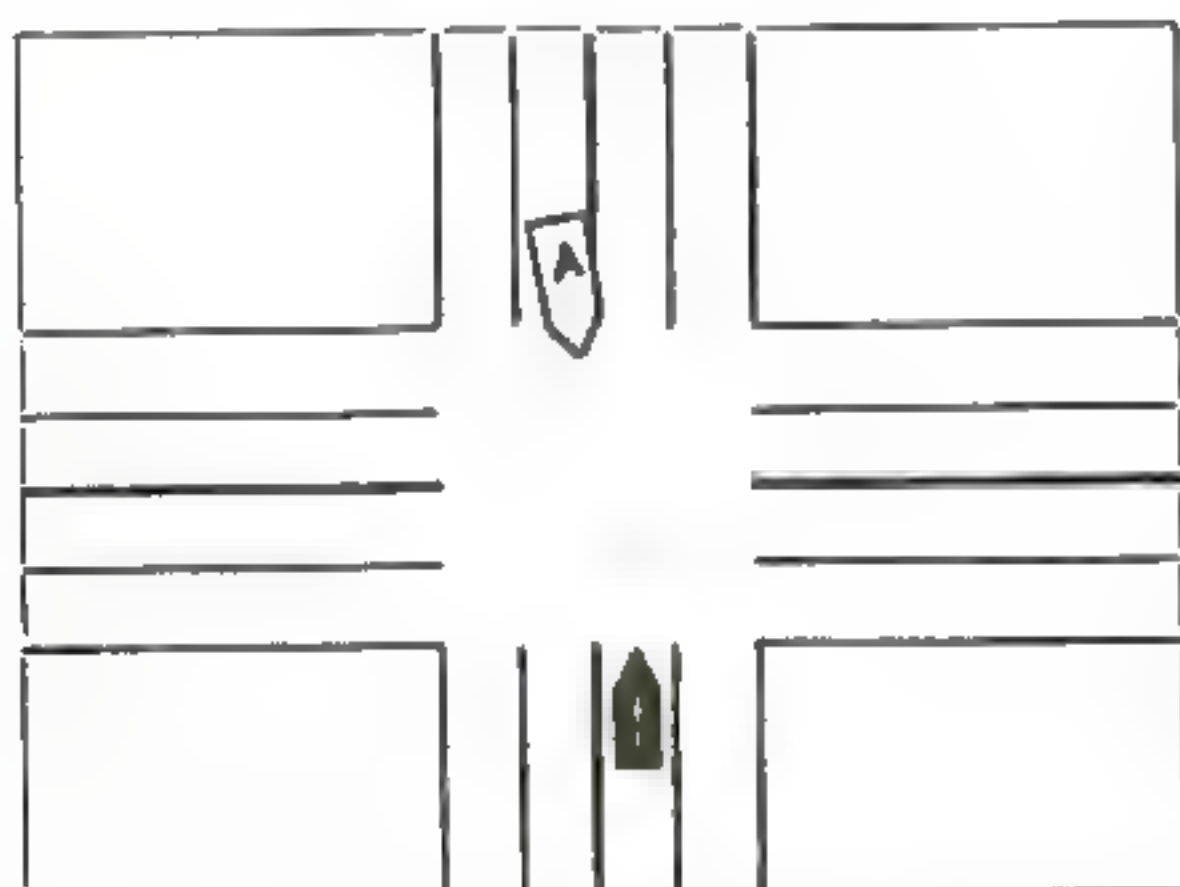
**GROUND BROKEN AT NUCLEAR SITE.** President Richard, second from left, attended groundbreaking ceremonies recently for a \$25 million nuclear electric power research project in Arkansas that our Company is helping sponsor. The atomic research program, one of three our Company helps finance, is called SEFOR (Southwest Experimental Fast Oxide Reactor). The overall project is being sponsored by our Company and 16 other investor-owned utilities, General Electric and the West German government. Purpose of the research is to prove a new method of producing electric power with nuclear fuels which would help the electric industry meet the challenge of the late 1970's when the average household will be using twice the electricity as today. Shown with Mr. Richard are, from left, Donald Whittinghill, executive secretary of the Louisiana Board of Nuclear Energy; Leon Gary, director of Louisiana's Department of Public Works; and Floyd Smith, vice president, Baton Rouge Division.





What  
would you  
do in  
this  
driving  
situation  
?

by Tom Dobbs



You approach intersection signaling for a left turn. Truck coming from opposite direction is signalling a left turn and starting to make it.

**YOU SHOULD:** (a) Go ahead and make your left turn. (b) Slow down and wait until the truck has almost cleared. (c) Turn left more quickly than you planned so truck will have more room to maneuver in.

Reprinted by permission, from "Family Safety," quarterly publication of the National Safety Council.

(Answers on page 22)

## gulf staters in the news

**H. H. REED**, commercial sales representative, Jennings, has a three-year-old show mare, Precious Pudden, which has been described as "one of the finest show mares in Louisiana." Precious Pudden was recently grand champion at the Vermilion Parish Fair and Crossbreeding Festival in Kaplan; the grand champion at the Jeff Davis Parish Fair; the reserve champion at the De-Ridder Approved Quarterhorse Show; the reserve champion at the Sulphur Approved Quarterhorse Show; and the reserve champion to the world champion halter mare at the McNeese Quarterhorse Show.

**Ed Hodges**, sales superintendent, Lake Charles Division, has been elected secretary-treasurer, of the Louisiana IDEA, an unpaid advisory body to the Department of Commerce and Industry.

**Mr. and Mrs. Norman Morrison**, he's senior engineering assistant, Beaumont T&D, recently had the yearbook of the Eugene Field Elementary School dedicated to them by the PTA for their outstanding work in scouting. Mrs. Morrison was also awarded the Den Mother's Award for her work with Pack 181 sponsored by the Eugene Field PTA by the Central District of Boy Scouts at its annual recognition dinner, November 15.

**A. J. Toups** was recently elected senior vice commander of Spindletop Post 1806, Veterans of Foreign Wars, while **Frank L. Kirkpatrick** was elected chaplain of the post. Both are employees of the Beaumont Substation Department.



**SCOUT AWARD PRESENTED.** Mr. and Mrs. Robert Domingue of Lafayette, pictured at the 30th Annual Scouters Appreciation Banquet held recently. Mr. Domingue holds the plaque presented to him as the outstanding unit leader and scoutmaster of Knights of Columbus Council No. 3202, Boy Scout Troop #52. Bob, who is a utility foreman in Lafayette District, was cited for his skills and accomplishments with the Boy Scouts of America by Robert L. Browne, Evangeline Area Council commissioner, during ceremonies conducted at the annual banquet.

**Edward Krebs**, son of Sy and Dot Krebs, is a member of the Beaumont Symphony Orchestra as a second violinist. Edward is a freshman music major at Lamar Tech. Mr. Krebs is service foreman in Beaumont T&D.

**Edd Mitchell**, residential sales representative, Cleveland, Texas, has been elected president of the Cleveland Project Center. He is a representative of the Kiwanis Club.

Are you looking for a Christmas gift that is backed and guaranteed by the full faith and credit of the United States? . . . yet will fit right into the smallest Christmas stocking? It's a United States Savings Bond, of course, the gift that keeps on giving all year 'round.



## Hotard Named T&D Engineer At Baton Rouge

**J. G. HOTARD**, formerly general substation foreman in



J. G. Hotard

Baton Rouge T&D, was named engineer in Baton Rouge T&D Engineering on November 16.

Mr. Hotard has been employed in the utility industry for 35 years. He started work digging postholes at Maringouin, Louisiana, for Baton Rouge Electric Company, our predecessor company in the Baton Rouge area. He worked in Baton Rouge Division as a sales representative, meterman and engineer until transferred to Beaumont in 1947 as an engineer in System Engineering. He returned to Baton Rouge in 1950 as general substation foreman.

Mr. Hotard, a native of Grosse Tete, Louisiana, is a 1929 graduate of Southwestern Louisiana Institute (now the University of Southwestern Louisiana) with a B.S. in electrical engineering. He is a member of the Sacred Heart Ushers Society and the Catholic High Men's Club. He is a registered professional engineer in the State of Texas.

He has four children, Stark, Nonna Gerald, Charles Dale, all married, and Jude, who lives at home.

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*Fear is an enemy, not because it is something of itself but because it is the absence of something. Fear is the lack of faith.*  
—Irene McDermott in UNITY.

## On Our Library Shelves



*The following is a list of new books recently added to the Company Library in Beaumont. The library contains a large number of books and periodicals on a variety of subjects. These may be checked out for use by employees throughout the system. You are urged to make use of this facility.*

**The Lineman's and Cableman's Handbook** by Edwin B. Kurtz. A practical manual for locating, erecting, testing, inspecting, and maintaining electrical transmission and distribution lines.

**Manual of Colour Photography** by Edward S. Bomback. Provides a complete course on colour photography. Basic chapters deal with cameras and lenses, light sources, colour balance and filters, lighting, pictorial aspects and closeups.

**Power Handbook—Parts I and II** by Phillip Swain. Tables, formulas, charts and concise statements are the foundation of a professional approach to the solution of everyday engineering problems.

**Understanding Organizational Behavior** by Chris Argyris. Mr. Argyris describes his research in understanding the problems of quantifying individual and organizational actualization and in making predictions about how crucial parts of an industrial social system will react to changes.

The author conducts this project in two plant locations and records the actual research procedures for his readers.

**Control Data Computers (Vols. I & II)** Serves three basic purposes: (1) A textbook for the "Introduction to Control Data Computers" course; (2) A condensed book of reference material of a general nature; (3) An introduction for the employees of Control Data Corporation to the sections of computers and the methods for using effectively.

**Computer Programming Concepts—The Teacher—Student Approach** The world of tomorrow will require increased human endeavors and concentration in the problem solving and programming areas. The acquisition of basic concepts of computers and the ability to successfully progress through fundamental programming techniques are rapidly becoming prime objectives of general education.

**Engineer's Reference Library (The)** Contains illustrated pictures and information concerning air conditioning, bearings and lubrication, compressed air, corrosion, fans, heat exchangers, pumps and refrigeration.

**Social Science Approaches to Business Behavior** by Chris Argyris. Exploration by a business school of how the behavioral sciences and mathematical statistics can be brought to bear on the managerial decision-making process.

**The Creative Organization** by Gary A. Steiner. Proceedings of a seminar sponsored by The Graduate School of Business under a grant from the McKinsey Foundation for Management Research, Inc.



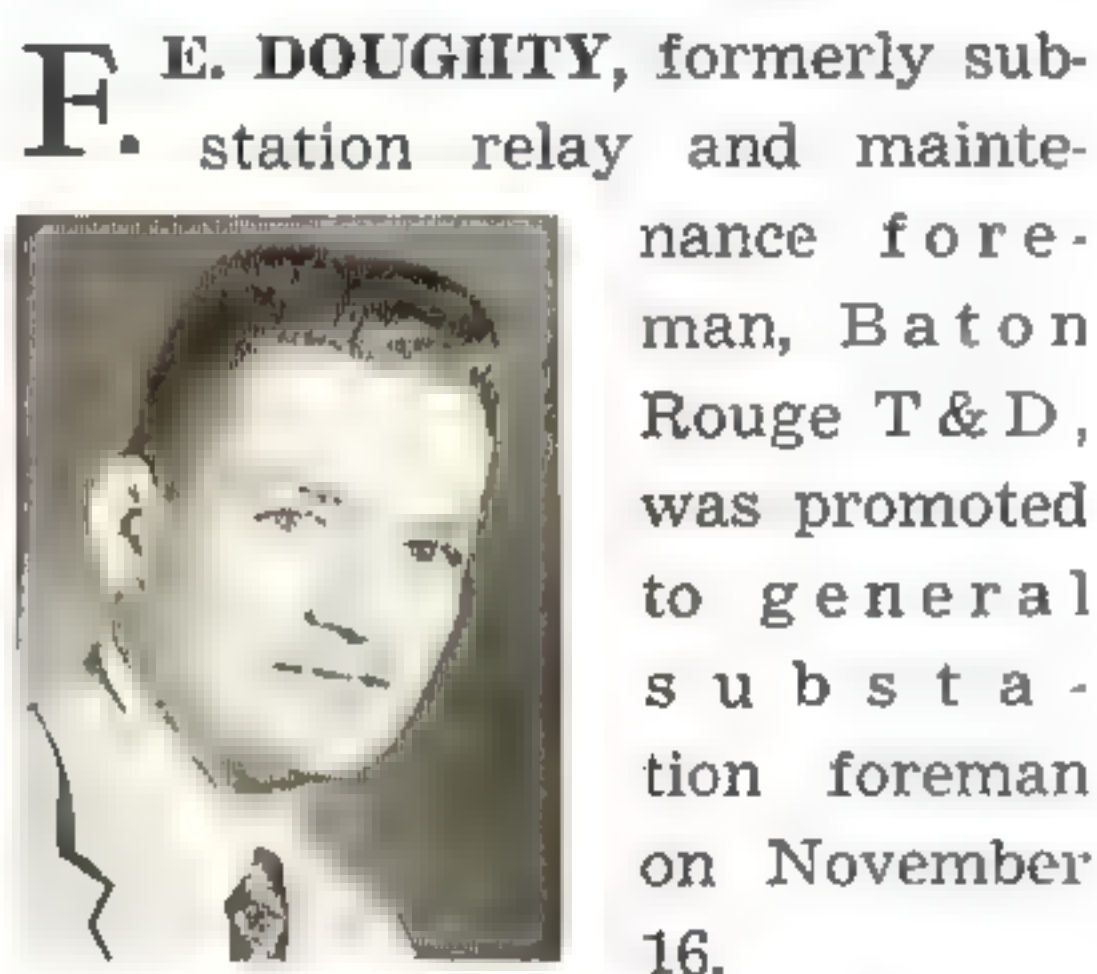


**STUDENTS VISIT OUR FACILITIES.** Our Company played host to two high school groups November 26 and December 1 with a total of 51 students and two teachers getting a first-hand look at our Beaumont facilities. In photo at left, Bill Tolbert, engineer, Neches Station, ex-



plains control room operations to 17 students from Lincoln High School of Port Arthur. In photo at right, Ron Hohes, general clerk, center, shows 34 visitors from Silsbee High School around the data processing center at our main office. Sterling Oliver, chief draftsman, is at extreme left.

## Doughty Promoted To General Substation Foreman



Floyd Doughty

**F. E. DOUGHTY**, formerly substation relay and maintenance foreman, Baton Rouge T&D, was promoted to general substation foreman on November 16.

Mr. Doughty has been with our Company since 1948 when he came to work as a helper in the Baton Rouge T&D. In 1951, he was transferred to the Service Department.

He has been in the Substation Department since 1952. In 1958 he was made a relayman first

class and was promoted to utility foreman in 1958. He had been relay and maintenance foreman since 1963.

He is a graduate of the Tullos, Louisiana, schools and attended Louisiana State University. He served in the U. S. Navy from 1944 to 1946.

He is married to the former Jackie Nelson of Independence, Louisiana. They have one son, Floyd, Jr. They are members of the Laura Lee Baptist Church in Baton Rouge.

## Craft Named Gas Foreman At Baton Rouge

**DONALD CRAFT**, formerly a serviceman first class in the Baton Rouge Gas Department, was promoted to gas foreman on November 1.

Mr. Craft came to work in 1951 as a helper in the Gas Department. He served in various Gas classifications until made a serviceman first class in 1957.

A native of Hattiesburg, Miss., he was raised at Picayune, Miss., where he attended public schools. He also attended Pearl River Junior College at Poplarville, Miss.

A veteran of the Navy, he is married to the former Helen Tyler of Picayune, Miss., and they have three children, Don, Jr., David and Dale. They are members of Grace Baptist Church where Mr. Craft is a Sunday school teacher.

Mr. Craft has been active in local organized boys softball for the last five years, serving as a team manager.

## Boyd Eisworth Promoted to Utility Foreman

**BOYD S. EISWORTH**, formerly substation mechanic first



Boyd Eisworth

class in Baton Rouge T&D, was promoted to utility foreman in the Substation Department on December 1.

Mr. Eisworth has been an employee of our Company since September, 1945, when he came to work as a helper in Baton Rouge T&D. He has been a substation mechanic since 1949 and was made a first class in 1952.

*(Answer to Safety*

*Quiz on page 10)*

(b) There may be an oncoming vehicle hidden from your vision in the blind spot at the rear of the turning truck.



A native of Denham Springs, Louisiana, he is married to the former Emma Davis of Baton Rouge. They have four children, Karen, Janet, Brenda and Sandra. Mr. Eisworth served in the U. S. Army during World War II. He is a member of Amite Baptist Church.

## Lytle Named Industrial Engineer At Lake Charles

**D**EWEEY I. LYTLE, formerly an engineer in Beaumont Division T&D, was promoted to industrial engineer and transferred to Lake Charles Division on December 1.

A native of Maud, Okla., he joined our Company in December, 1959, as an engineer in Beaumont. He was assigned to the Beaumont T&D in March, 1960.

He is a 1959 electrical engineering graduate of Oklahoma State University. He worked for Union Electric Company in St. Louis for six months before joining our Company.

He is married to the former Laura Morris of Maud, Okla., and they have three children, Dennis, James Thomas, and Kimberly Denise. They were members of Woodland Baptist Church in Beaumont.

A veteran of four years in the U. S. Navy, he is a member of the IEEE. He has been active in Boy Scout work in Beaumont. He is a member of the Mascenic Chapter Tolerance Lodge No. 1165 and has served as chaplain of the lodge.

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*It is as we live to learn that we learn to live. Our own lives gain more meaning as we make them mean more to others as well.*  
—Judson Kerns in GOOD BUSINESS.



## Congratulations On Your Promotion

**Ronald G. Getz** to test technician first class, System Production, Beaumont.

**Gary L. Johnson** to repairman second class, Neches Station.

**Richard M. McCants** to lineman first class, Beaumont.

**Louis C. Sandidge** to appliance repairman first class, Beaumont T&D.

**Nathaniel Brown, Jr.** to laborer II, Beaumont T&D-Line.

**Dorothy W. Gaus** to stenographer senior, Beaumont T&D (operating superintendent).

**Othor G. Caver** to engineering assistant, Engineering - System Services, Survey, Beaumont.

**Joe A. Hopkins** to engineering assistant, Engineering Services, Project, Beaumont.

**Thomas H. Fields** to accountant junior, General Accounting, Data Processing, Beaumont.

**Ralph W. Havard** to test technician first class, Sabine Station.

**Delmar R. Sanders** to lineman second class, Liberty.

**Clyde H. Nugent** to lineman fourth class, Orange.

**Henry A. Wagner, III** to lineman fourth class, Orange.

**Van N. Kitchens, Jr.** to lineman third class, Orange.

**Curtis L. Kurten** to substation mechanic second class, Navasota.

**James W. Schexnayder** to lineman third class, Port Arthur.

**James C. Davis** to lineman first class, Port Arthur.

**Sherman J. Arnaud** to auxiliary operator, Louisiana Station.

**Joseph P. Ledet** to water plant operator, Louisiana Station.

**Charles A. Siebert, Jr.** to apprentice, Baton Rouge Gas.

**Richard D. Bergeron** to apprentice, Baton Rouge T&D-Line.

**John H. Gottschalek** to lineman second class, Baton Rouge.

**Joseph C. Bordelon** to serviceman first class, Baton Rouge.

**John R. Kirkpatrick** to storekeeper, Baton Rouge.

**Joseph B. LeBlanc** to collector, Customers Accounting, Baton Rouge.

**Edward B. Thomason** to relayman second class, Lake Charles T&D-Substation.

**David E. Lewis** to substation mechanic first class, Lake Charles.

## Answers to Christmas Quiz

(Page 11)

1. George Washington and his troops crossed the Delaware.
2. Clement Clark Moore.
3. Dasher, Dancer, Prancer, Vixen, Comet, Cupid, Dunder, Blitzen.
4. Gold, frankincense, myrrh.
5. It is said the first Christmas card as we think of it today was sent in 1845 by W. C. Dobson (who was one of Queen Victoria's favorite painters). He sent lithographed copies to his friends.
6. "A Christmas Carol."
7. Give me a kiss.
8. Merry Christmas.
9. Saturnalia.
10. Clement Moore modeled Santa after an old Dutch gentleman he had met. Thomas Nast.
11. Scandinavia. The burning of the log commemorated the return of the sun, symbolizing the sun's life-giving qualities.
12. Thousands of years before Christ's birth, German tribes brought evergreens (symbols of life and immortality) into their homes to protect them from evil during the coming year.
13. St. Francis of Assisi first led groups of people in the singing of songs praising the Christ Child.





Will Orgain

## Will Orgain, Former Director, Dies November 20

**W**ILL E. ORGAIN, a director of our Company for 23 years, died November 20 at his home in Beaumont after a long illness.

Mr. Orgain was elected to our board of directors in 1940 and served until 1963 when he chose not to stand for re-election. At that time he was succeeded by his son, B. D. Orgain, Beaumont attorney.

"Mr. Will" was one of Texas' most prominent attorneys and for many years a leader in Beaumont's business and civic affairs.

At the time of his death he was a senior partner in the firm of Orgain, Bell and Tucker and he remained active until a few years ago.

Mr. Orgain began his law practice in Beaumont in 1906, after attending Southwestern University at Georgetown and receiving his law degree at the University of Texas. He was born in Bastrop, Texas, December 26, 1882.

Mr. Orgain is survived by his wife, Mrs. May Bolinger Orgain, 195 Seventh, Beaumont; two sons, B. D., Beaumont, and John C., Hunt, Texas; a daughter, Mrs. Cleve Bachman, Beaumont; two sisters, and six grandchildren.



Johnny Harrop

## Johnny Harrop Dies in Beaumont December 5

**B. J. HARROP**, assistant treasurer, Beaumont, was found fatally shot at his home, December 5. He had been ill for several months and only recently returned home from a six-week stay in a local hospital.

Mr. Harrop was a native of Winnfield, Louisiana, and started working for our Company in 1933 as an office boy in Lake Charles Accounting. He was transferred to Baton Rouge in 1938. He had lived in Beaumont since being transferred there in 1948. In 1956 he was promoted to general accountant and was named assistant treasurer in February, 1964.

A graduate of Landry Memorial High School in Lake Charles, he received accounting training from LaSalle Extension University, attended vocational courses at Louisiana State University and Lamar State College and completed a management course at LSU.

Mr. Harrop was active in Beaumont youth baseball programs and was a past president of the YMBL Little League, Beaumont National Pony League and Beaumont Colt League. He was a member of the YMBL, the Beau-

mont Chamber of Commerce and the YMCA.

He is survived by his wife, Mrs. Hazel Harrop, 1308 Victoria; two daughters, Maurine and Susan, and two sons, Patrick and Gregory, all of Beaumont; a brother and two sisters, and his mother, Mrs. B. T. Harrop of Lake Charles.

## George Stobart, Retired Employee, Dies Following Illness

**G**EORGE S. STOBART, SR., a retired employee, died November 11 in a Beaumont hospital after several weeks illness. Mr. Stobart was 73.

He retired on February 28, 1957, as district serviceman at Franklin, Texas. He has been living at Winnie, Texas, the last eight years.

During his electrical career he worked in Orange, Beaumont Sour Lake and High Island. He was made district serviceman at Franklin in 1939. He worked for our Company for 34 years.

He was a native of Galveston. He was a member of the First Baptist Church of Winnie and the Winnie-Stowell Masonic Lodge, No. 1377.

He is survived by his wife, Mrs. Ellen Stobart, Rt. 1, Box 364, Winnie; one son, George, Jr., of Winnie; a sister, and four grandchildren.



George Stobart



## Sympathy to :

**W. R. Metzke**, Beaumont T&D-Substation, and **Bunch Eads**, associate editor, PLAIN TALKS, on the death of their brother and uncle, **E. J. Metzke** of Tuleta, Texas, on November 19. Mr. Metzke was a former resident of Beaumont where he was in the wholesale candy business.

**Mrs. Marie Lopez Benjamin**, Beaumont Coffee Shop, and **Joe Lopez**, Records Management-Mailroom, on the death of their father, **Charles B. Lopez**, November 5, in Beaumont.

**Frank Washington**, Lake Charles T&D-Substation, on the death of his brother, **James H. Washington** of Reno, Nev.

**Earl Sandlin**, System Engineering, Beaumont, on the death of his father, **Edward Lee Sandlin** of Beaumont on November 23.



### THRIFT PLAN

**THE TRUSTEE** of the Employee Thrift Plan purchased the following Company stock during November covering employee deductions and Company contributions through October:

- 2,240 shares of Common stock at a total cost of \$68,904.23 or an average cost per share of \$28.473,
- 55 shares of \$4.40 Preferred stock at a total cost of \$5,151.46 or an average cost per share of \$93.663.

These costs included brokerage and commission fees.

The trustee also deposited \$20,871.99 with the savings department of the First Security National Bank in Beaumont.

# SERVICE AWARDS

## TWENTY YEARS



**H. T. Buckalew**  
Treasury  
Lafayette



**E. L. Butler**  
Distribution  
Beaumont



**S. H. Canfield**  
Distribution  
Beaumont



**Amos Chambers**  
Production  
Sabine Station



**Joe Flanigan**  
Distribution  
Beaumont



**J. O. McCune**  
Sales  
Orange



**J. E. Savoy**  
Distribution  
Beaumont



**W. J. Schumacher**  
Engineering  
System Services  
Beaumont



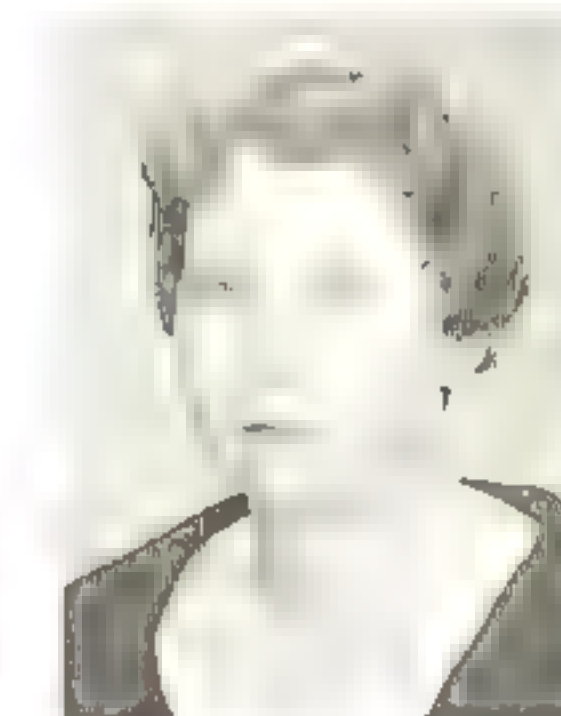
**A. J. Toups**  
Distribution  
Beaumont



**J. C. Valenta**  
Treasury  
Beaumont



**J. M. Wells**  
Production  
Neches Station



**Reba Willey**  
Sales  
Orange

## TEN YEARS



**Ray Broussard**  
Engineering  
Info. Services  
Beaumont



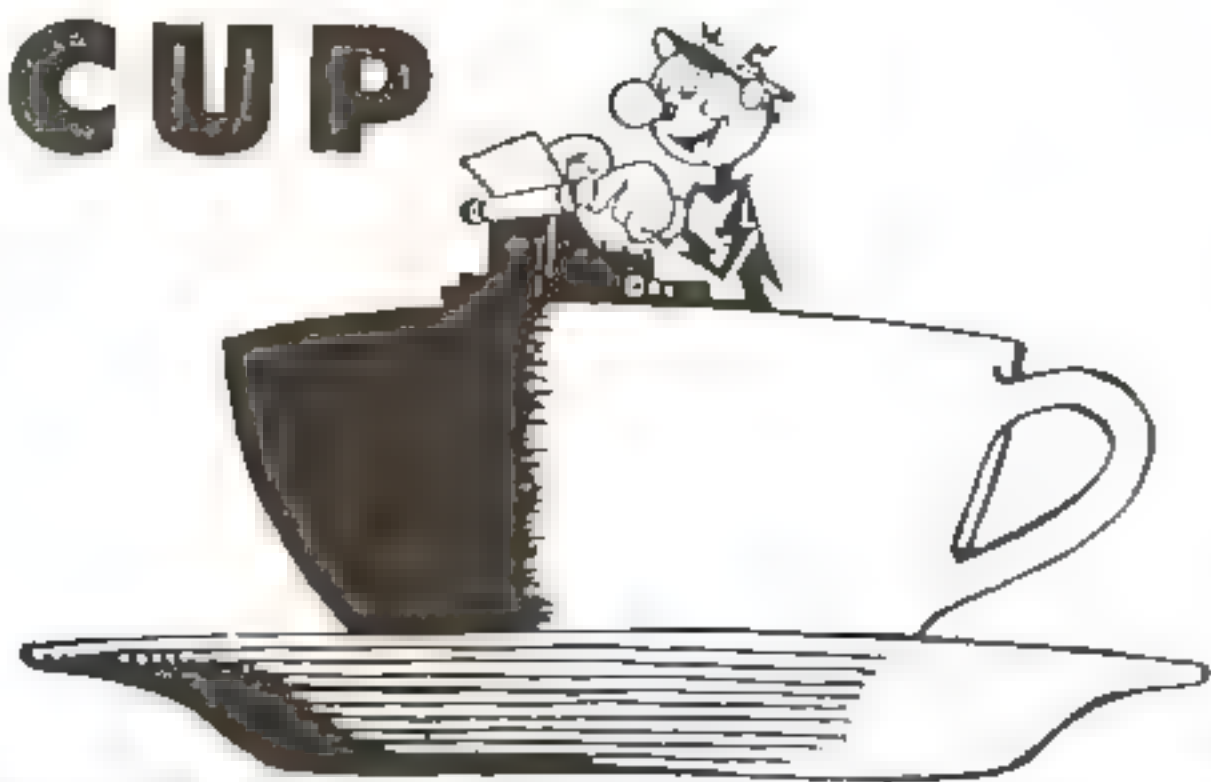
**Don Davis**  
Engineering  
System Services  
Beaumont



**Mark Kingham**  
Production  
Nelson Station



# COFFEE CUP



## Live Wires Club Elects New Officers

**B**EAUMONT EMPLOYEE recreation club, the Live Wires Club, held its annual membership meeting on November 12 and elected three members to the board of directors.

**Lonnie Cobb**, Sabine Station, was elected a new member of the board. Re-elected to the board were **Doug Watkins** and **Sheldon Fruge**, Neches Station.

Some 250 members attended the meeting which was preceded by a shrimp boil.



**NOW SEVEN.** Randy, son of Charles Enloe, meter reader, Cleveland, celebrated his seventh birthday on October 31 with a birthday party at his home.

The club's directors meet November 23 and elected **George Hayes**, System Engineering, president; **Sheldon Fruge**, Neches Station, vice president; and **Don Davis**, System Engineering, secretary-treasurer.

## TWO NEW EMPLOYEES

have been welcomed to the Beaumont Division Customers Accounting, **Pat Markwardt** and **Neal Lindsey**. Pat is a native Beaumont, a graduate of Beaumont High School and attended Lamar Tech. Her husband, Ross, is an employee of KAYC radio station. Neal is also a native of Beaumont. He is a graduate of Silsbee High School. His wife, Sue, is an employee of Beaumont State Bank.

**Eleanor Ard** and her husband, Andy, vacationed in Tennessee and Florida.

**Ethlyn Wilson** resigned to become a fulltime housewife. She was presented a gift and a cake by her friends when she left.

—By Betty Bass

## A COUPLE OF STANDARDS

people have been in the hospital recently. **Mrs. Eugenia Harris**, wife of **Ray Harris**,



**MEET ELIZABETH ANN.** Elizabeth Ann is the 1½-year-old daughter of Cleveland's local office clerk, **Bettye Bazar**, who joined our Company on August 16.

underwent surgery at St. Luke's Hospital in Houston. She is now home and doing fine.

**A. M. Melancon**, supervisor of standards section, was operated on in Methodist Hospital at Houston on November 17. He is doing well and is now at home.

**Tom Boudreaux** made a successful hunting trip to West Texas. He came back with two bucks and a bobcat.

—By Carolyn Theobald

**NORMAN MORRISON**, senior engineering assistant, Beaumont T&D, recently took a week's vacation and went to El Rancho Cima, which is northwest of San Marcos, Texas, in the Devil's Backbone Mountains, to attend the Wood Badge training school, the adult leadership school of the Boy Scouts. Norman is cub master of Pack 181 and assistant scout master of Troop 281. Mrs. Morrison is a den mother of Pack 181, sponsored by the PTA of Eugene Field School.

Norman has turned his half acre backyard into a camping and playground area for his scout troop. The scouts have built a tepee and a rope bridge in the yard. In addition to putting in many hours of work with



**FARMER-OF-THE-MONTH.** Ed Picou, collector for the Baton Rouge Division, verifies his claim to the title of expert gardener with a 30 inch by 20 inch leaf from one of his average sized mustard green plants.



Norman and the scouts, Mrs. Morrison is also a registered nurse at St. Elizabeth's Hospital.

P. L. Davis, T&D-Engineering, and Claude Stracener, Service, recently went to Colorado deer hunting. They brought back the limit. Drexel Ridley, Service, went to Utah where he too got the limit.

Johnny Osburn, Johnny Williams, Jack Strickland and D. C. Sheppard, Line, also traveled to Utah for deer hunting. J. B. Flanagan, Jr., went to Colorado and C. P. Jordan, assistant general line foreman, went out to West Texas, for a few days of hunting.

S. F. Krebs, service foreman, spent a week at home pestering his wife. I bet she was glad when vacation was over.

—By Dorothy Gaus



**B**ACK TO WORK is Annie Hebert, our PBX operator, who was "a pretty sick girl" for several months.

After nine years of having only four girls at the Service



**RECEIVES ORCHID.** A. C. (Frog) Handley, superintendent, Mid-County District, pins an orchid on Mattie Gray at a retirement party given her at the Neches Room in the First National Bank of Port Neches. Miss Gray retired October 1 after 36 years with our Company.

Center, it is great to hear the laughing of Danita Harper who was transferred from Accounting to Appliance Repair. Why is she laughing? Everyone can tell her all the old corny jokes and yarns that the other girls are tired of hearing.

It's too bad football coaches can't be briefed on Fridays by our Monday morning "coffee cuppers", Leonard Gaspard, Johnny Siddal, Paul Hampton, John Phares, Les Calder, Cal Hebert, Ray Poole, J. C. Queen and others that usually watch the games via the "tube". Should they ever receive the "All-American Sideline Coaches Award", then I'll run for cheerleader.

Planning ahead was Leon Romero, who took a weeks vacation during Thanksgiving just so he could rest the Friday after the turkey feast knowing he would be entirely "too-full-to-work."

Our retired Joe Hatley still drops by ever now and then to tell us of all the places he has visited since leaving his 8 to 5 job. Joe has that certain sense of humor seldom found.

John Phares, Port Arthur Engineering, told this cute story that actually happened. His small nephews in Houston in-



**CROWNED QUEEN.** Pretty blonde Barbara Lynn Tyler of Lake Charles was crowned Tiny Tot Queen of the 1965 Calcasieu-Cameron Fair. Queen Barbara is the five-year-old daughter of Mr. and Mrs. Douglas Ray Tyler, he is a utility foreman in the Lake Charles Line.



**RECENT BIRTHDAYS.** The Connerly family of Lake Charles recently celebrated a couple birthdays. At the top, Dale proudly shows off his five-year birthday cake. At the bottom, Kimberly Ann examines some of the gifts she received on her first birthday. Dale and Kim are the children of Don Connerly, Lake Charles Engineering.



**THANKSGIVING TURKEY.** Bill Hollins, System Engineering, Beaumont, and Mrs. Beverly Wilder, wife of James Wilder, Systems and Procedures, came away with their Thanksgiving meal as they were top bowlers in the November 17 play of Beaumont employees' "Big Ten" bowling league.



formed their mother as she was putting washed clothes into the new dryer to remove the crumbs first.

"What crumbs?" she asked.

"Why our cookie crumbs that were left after we took our warmed up cookies out," they replied.

With Yuletide days just ahead, everyone should be calorie conscience. As for myself, I have rented a vibrator belt. I've used the machine for several months and have realized an amazing feat. I'm the only person with an eighteen inch waistline and fifty inch ankles.

—By *Loraine Dunham*

## LOUISIANA STATION

**L**OUISIANA STATION employees extend a warm welcome to **Michael C. Miller** who was employed on November 8 as an operator's helper. Michael is from Baton Rouge and is a 1960 graduate of Redemptorist High School.

A warm welcome also goes to **Bobby Kirkpatrick**. Bobby was transferred from Choctaw to Louisiana Station as storekeeper on October 22.



**OPENS GIFT.** Mary Dewey, System Billing Records, Beaumont, was honored last month with a retirement party in the B&PM Club. Mrs. Dewey will retire January 1. Helping open her gift is her husband, Fred. Mrs. Dewey has been an employee of our Company in Beaumont for more than 38 years.

We were all sorry at Louisiana Station to lose **M. C. Corkern**, our storekeeper, but congratulate him on his promotion as store-room supervisor on Government Street.

—By *Joyce Rachel*

**F. J. BELLO** wishes to take this opportunity to sincerely thank all his fellow workers in the Gas Department and other divisions of the Company for the party, the wonderful gifts, and most of all, for the kind words and good wishes of all those who took part and participated on the occasion of his recent retirement from a great organization, Gulf States Utilities Company.

To each of you he expresses his lasting gratitude and appreciation.



**Mr. and Mrs. Laurey J. St. Pierre**, master test technician, Willow Glen Station, on the birth of their daughter, **Catherine Marie**, November 7.

**Mr. and Mrs. David Thomas**, an employee in Orange Accounting, on the birth of their daughter, **Louella**, October 1.

**Mr. and Mrs. David Dominique**, engineering assistant, Lake Charles T&D, on the birth of their son, **Andre' Paul**, on October 13.

**Bill and Marlene Fox**, he's employed in the Beaumont Division Meter Department, on the birth of their son, **Darrell Wayne**, No-



**NEW ARRIVAL.** Kent Randall Moore is the grandson of Mr. and Mrs. Joseph H. McClelland, Jr., industrial engineer in Navasota Division. Kent, born September 25, is the son of the former Diane McClelland, a 1962 summer employee in Beaumont Purchasing. Diane and her husband, Lt. Neal D. Moore, USN, live in San Diego, California, where he is assigned to the North Island Naval Air Station.

vember 5. Darrell is now at home with his brother, **Mike**, and sister, **Terri Lynn**, at 610 E. Irby, Beaumont.

**Mr. and Mrs. Dewey Lytle**, newly assigned industrial engineer in Lake Charles Division, on the birth of their daughter, **Kimberly Denise**, November 4. The Lytles have two sons, **Dennis**, 7, and **James Thomas**, 4.

**Mr. and Mrs. Ray Myers**, he's a serviceman in Calvert, Texas, on the birth of their daughter, **Felicia Rhae**, November 2, in St. Joseph's Hospital in Bryan, Texas.

**Mr. and Mrs. Dick Knight**, he's employed in the Navasota Garage, on the birth of their first grandchild, **Cheryl Lynn**, November 16. She is the daughter of their son, **Bobby**, who worked for our Company as a summer employee.

**Mr. and Mrs. Alvin Trahan** on the birth of their daughter, **Denise Michele**. Mr. Trahan is a lineman first class in the Lake Charles Line Department.



# THE MAN WHO KILLED CHRISTMAS

by Ray Mac Isaac #91618

CHRISTMAS is a time of happiness and home, a season that is felt by everyone in all places. But Christmas is a fragile thing and easily destroyed. I was able to do it with no more than a few drinks and a moment of carelessness.

It was just one year ago this Christmas Eve that I ran my car through an intersection and killed the parents of two small children. For those two orphans Christmas will always be a time of sadness and regret—just as it will always be now for my own children.

That last day on the job was pretty much like any other except that everyone was a little keyed up for the holiday and busier than usual with last minute details. By the time it was over I had worked up a first-rate headache and I wasn't looking forward at all to the boss's party. He made it a practice every year to invite the people from his department to stop by his house for a Christmas get-together. I suppose I could have passed it up but everyone was going and I felt almost obligated to attend.

The streets were thick with a cold, wet fog as I drove across town and the traffic was heavy with last minute shoppers. By the time I got to the boss's house my headache was worse and I was sorry I hadn't gone straight home to a soft chair and a warm meal.

But once inside it wasn't so bad. I chatted with some of the other fellows from the company and drank three eggnogs with them. Three was my limit. After a while my headache went away and my tension eased. Perhaps my reflexes also eased a bit, but at least I was relaxed.

A little later, when I walked out to my car, I noticed the fog had thickened and there was real ice in the air. It even occurred to me that the roads might be a bit slick. I didn't think much about that, though, after I got the heater going. I was warm and content, closed in by the car and the buffeting fog—and on my way home to share Christmas with the wife and kids.

When I looked down at the speedometer, I was surprised to see that I was ten miles over the speed limit. That gave me a moment of concern and I took my foot off the gas—too late. I looked up to find myself rocketing into a main intersection.

I was already too close to see the red light that had been hidden by the fog. All I could see was the couple directly in front of me, so close and surprised looking, pinned there by my headlights.

As I remember it now, I had already heard the crunch of their bodies against my car by the time I got to the brakes. But even then the brakes didn't stop me. One moment I was seeing those

shocked, terrible faces; the next they were gone and I was skidding crazily across the intersection, where I finally crashed to a stop against a parked car.

I struggled out of the car, my left side numb and lacerated from the impact, and stumbled back into the intersection. I found the woman first. She lay sprawled and bloody with her head at an impossible angle, obviously dead. Her husband was still alive, but he stopped breathing as I knelt beside him. I put my hand to his heart—and drew it back quickly from the crushed ribs. He shouldn't have lived even those few, agonized moments.

If every driver in the country could have seen those torn and ruined bodies as I did there would be far fewer deaths from carelessness. I stood staring down at them, unbelieving, surrounded by the terrible litter of their death. Gaily wrapped packages spilled their contents onto the street in a tangle of torn ribbon. There was a big, jolly Santa Claus sticker smeared with blood. And just down the street a loud speaker on a music store was playing Silent Night.

It was too horrible and too unreal to accept. I was sick right there in the street—and then I ran, heading for home on foot. I just had to get away from that place. In the distance I could hear the sirens, but I kept going and tried to pretend that they had nothing to do with me.

Even when I felt another man's blood drying on my hand I couldn't believe what had happened. I had had three eggnogs and I could walk and talk as well as anyone. I wasn't one of those irresponsible drunks you read about in the papers. Kill someone? Other people did that sometimes, but not me. A life-time of being just an ordinary person, a lifetime of not hurting others—let alone killing them—wouldn't let me accept it.

It's been a year now since the police came to my house that night and arrested me. I've come to accept what happened, and to realize fully the price my own family has paid along with the families of the people I killed. Each day I remember that night more clearly—especially during this holiday season. And I know that because of my carelessness Christmas will never be the same again for many people.

Now Christmas is here again and there is a feeling of festivity about. People will be finishing that last day of work and heading for home. They'll be stopping at office parties or at the boss's house or maybe at the neighborhood tavern—and death and ugliness will seem a very long way away. But those things are never farther away than the moment's carelessness that always comes to the other guy.

Last year I was that other guy. This year it could be you.



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The wisdom of the ages handed down in the truths of the great religions, tells us that we're our brother's keeper. Giving seems very natural at Christmas—and not only to our family and friends. We should feel that Christmas isn't complete until we have put a few coins in The Salvation Army kettle, or mailed a check for a more substantial amount.

So let's not pass those Red Kettles by, let's make this Christmas a happier one for someone else.